Present: Sharon Williams, KHG Treasurer and ABC; Jo Ellis, T&CHG; Melanie Anthony, KCC; Brian Horton, Horton Strategic; Rebecca Smith and Jill Pells, KHG.

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|  | Discussion | Action | Responsible |
| 1. | Explore options to bring together the back office of JPPB, KHC with KHG. Need to establish if this would impact on Health funding for JPPB. |  |  |
| 2. | Clarify and improve membership offer e.g. * links to CiH etc.
* Workshops and training opportunities,
* Member area on website for exclusive access
 | Benefits paper already produced but needs enhancing, |  |
| 3. | Explore opportunities to increase membership to existing markets e.g. RSLs that are not currently members  | KHG presence at KCC event on 19 July at KEC. Need a speaker for this to promote interest in KHG membership. |  |
| 4. | Explore an associate membership offer to new markets with a housing focus e.g. housing support providers  | ExB to progress |  |
| 5.  | Test appetite in other groups for a KHG secretariat offer e.g. KPOG |  |  |
| 6. | Seek opportunities to increase income for bespoke work |  |  |
| 7. | Test viability of banding/differential charging membership fees e.g. by size/turnover/VAT.  | Draft banding paper already produced but needs further work. |  |
| 8. | Assess risk/benefits of the introduction of an inflationary increase. |  |  |
| 9. | Create and launch marketing strategy |  |  |